



2001

ShoeStats 2001 is a publication of the American Apparel and Footwear Association (AAFA), which provides a snapshot of footwear industry market trends.

The information in *ShoeStats 2001* is derived from AAFA's Annual 2001 *FOCUS: An Economic Profile of the Apparel and Footwear Industries*. *FOCUS* is the most comprehensive and authoritative source for footwear industry statistics. Comprised of data drawn from a variety of sources, *FOCUS* contains detailed information on imports, retail sales, consumption, exports, and domestic production. You will also find relevant economic indicators and other demographic information to provide some perspective on the footwear data.

For more information about *FOCUS* and/or additional resources for market data, please check out AAFA's Web site at <http://www.apparelandfootwear.org> or contact us.



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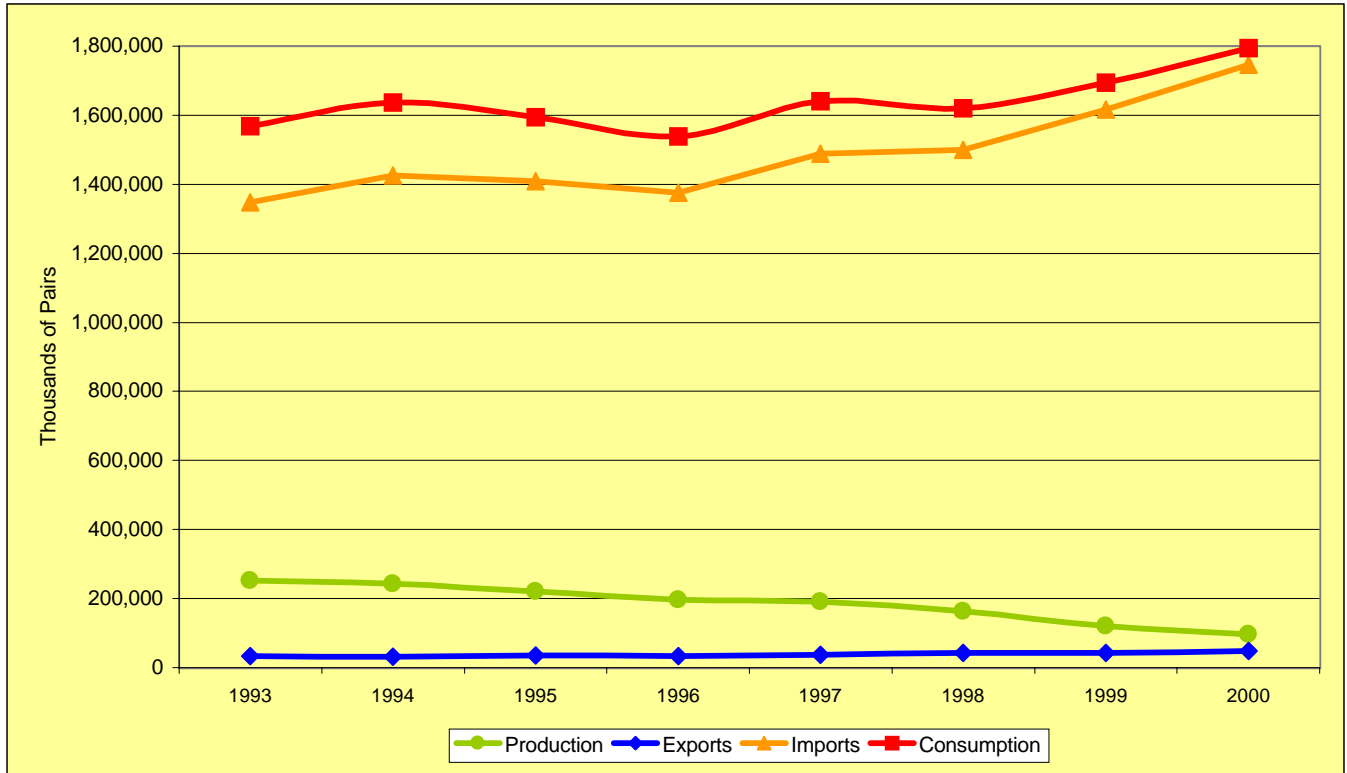
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U.S. Consumption of Footwear



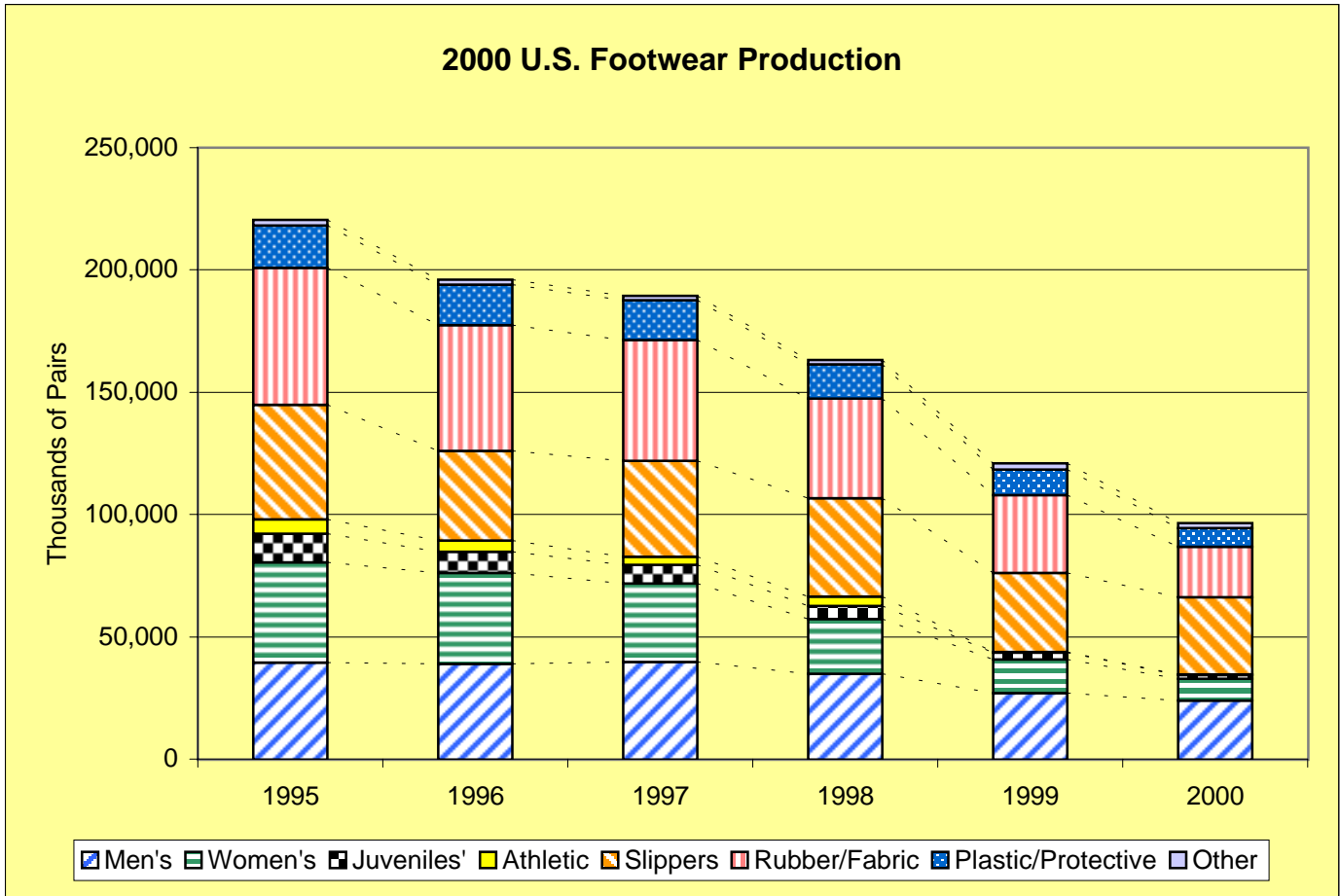
U.S. Consumption

Thousands of Pairs	1993	1994	1995	1996	1997	1998	1999	2000
Production	252,000	242,500	220,400	196,000	190,100	163,200	120,877	96,440
Exports	32,496	30,885	35,428	34,072	37,225	43,258	43,052	48,319
Imports	1,347,901	1,425,834	1,409,232	1,376,080	1,488,118	1,499,465	1,615,821	1,745,540
Consumption	1,567,405	1,637,449	1,594,204	1,538,008	1,640,993	1,619,407	1,693,646	1,793,661
Import Penetration	86.0%	87.1%	88.4%	89.5%	90.7%	92.6%	95.4%	97.3%
Exports as % of Production	12.9%	12.7%	16.1%	17.4%	19.6%	26.5%	35.6%	50.1%

2000 U.S. Footwear Market

- In 2000, U.S. footwear consumption reached its highest level ever.
- In 2000, the import penetration rate was over 95% for the second straight year.
- 50.1% of 2000 U.S. footwear production was exported.

U.S. Footwear Production



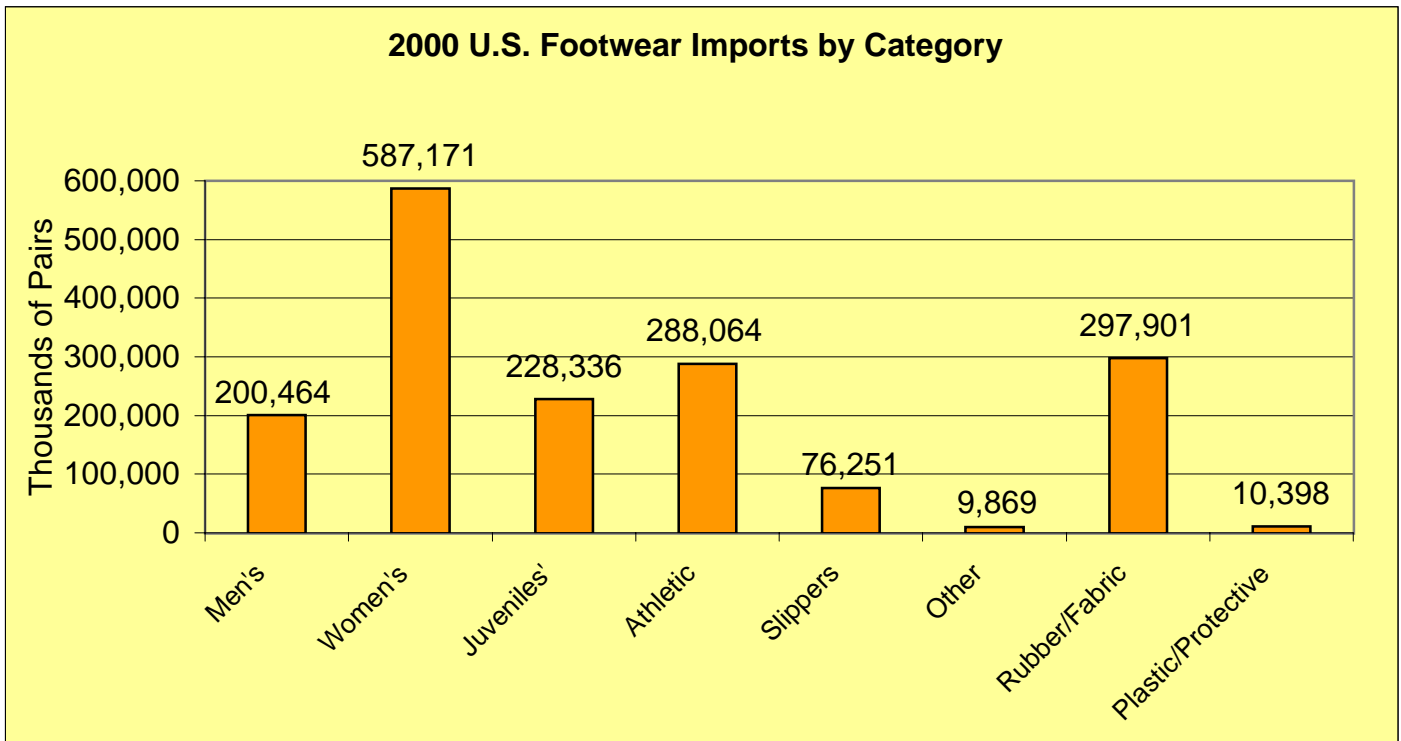
U.S. Production by Category

Thousands of Pairs	1995	1996	1997	1998	1999	2000
Total Production	220,400	196,000	190,100	163,200	120,877	96,440
Men's	39,353	38,944	39,765	34,845	26,982	23,870
Men's Work	12,390	13,094	13,298	12,201	9,392	8,909
Women's	41,175	37,230	31,976	22,476	13,632	9,076
Juveniles'	11,639	8,702	7,591	5,409	2,842	1,399
Athletic	5,880	4,505	3,501	3,737	313	310
Slippers	46,732	36,707	39,187	40,189	32,235	31,631
Other	2,200	1,918	1,719	1,803	2,577	2,007
Rubber/Fabric	56,100	51,400	49,200	40,800	31,825	20,587
Plastic/Protective	17,400	16,600	16,500	13,900	10,471	7,560
Factory Closings	12	12	10	7	11	15

2000 U.S. Production Highlights

- 2000 Production: 24.8% Men's; 9.4% Women's; 1.5% Juveniles'; 32.8% Slippers; and 21.3% Rubber/Fabric.
- In 2000, U.S. total footwear production declined 20.2% from the previous year.

U.S. Imports of Footwear



U.S. Footwear Imports by Category and Country of Origin

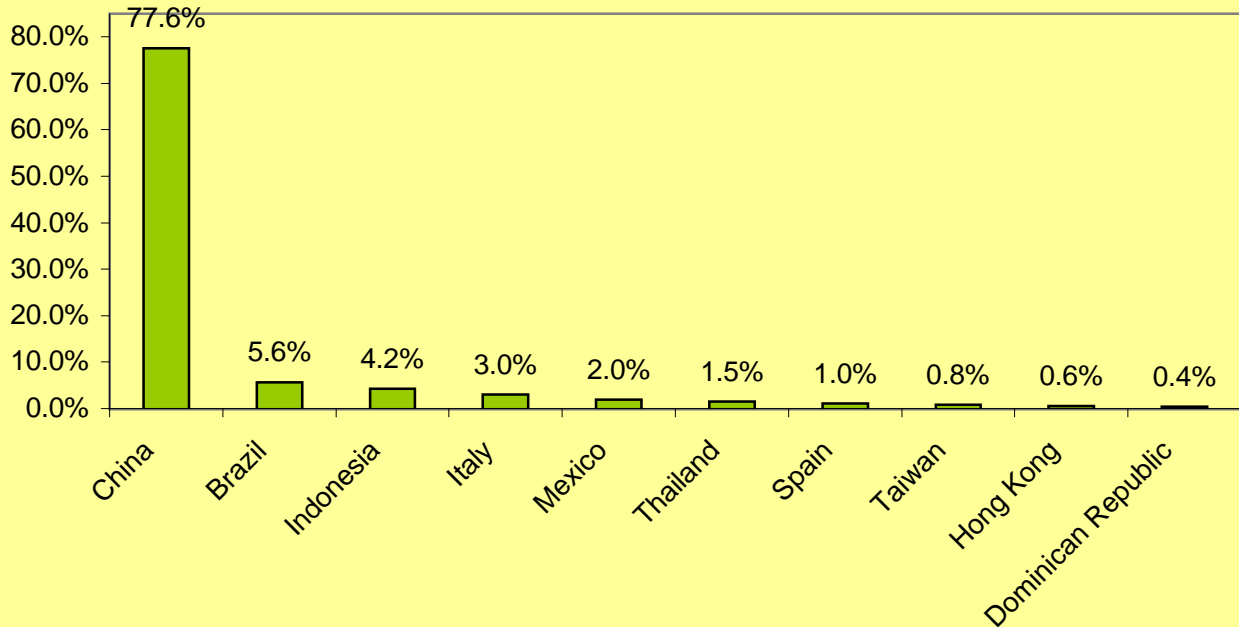
Thousands of Pairs	1995	1996	1997	1998	1999	2000
Total Imports	1,409,232	1,376,080	1,488,118	1,499,465	1,615,821	1,745,540
By Category:						
Men's	150,543	146,010	163,115	170,826	178,621	200,464
Men's Work	19,610	18,138	20,218	20,030	21,037	24,094
Women's	496,736	509,267	542,385	533,124	551,234	587,171
Juveniles'	189,520	183,631	204,043	201,503	214,310	228,336
Athletic	198,983	204,519	227,090	244,994	269,723	288,064
Slippers	21,128	34,239	51,725	56,107	66,979	76,251
Other	2,930	3,056	4,590	3,248	3,358	9,869
Rubber/Fabric	309,284	254,117	228,589	246,841	284,799	297,901
Plastic/Protective	20,497	9,571	10,255	9,787	9,615	10,398
By Country:						
China	949,419	942,264	1,037,103	1,098,387	1,227,497	1,354,281
Brazil	97,042	92,926	90,626	83,294	85,556	98,540
Indonesia	93,177	92,023	89,838	72,505	78,758	73,920
Italy	45,680	50,101	53,162	48,670	48,063	52,280
Mexico	33,015	37,082	44,249	42,780	38,278	34,743
Thailand	30,910	24,561	26,309	25,911	26,493	26,669
Spain	22,716	21,995	24,499	23,050	18,653	18,161
Taiwan	25,924	21,759	21,683	15,624	14,931	13,704
Hong Kong	15,469	10,349	13,164	8,224	8,753	10,557
Dominican Republic	11,936	14,757	16,519	13,199	8,307	7,117

Import Highlights

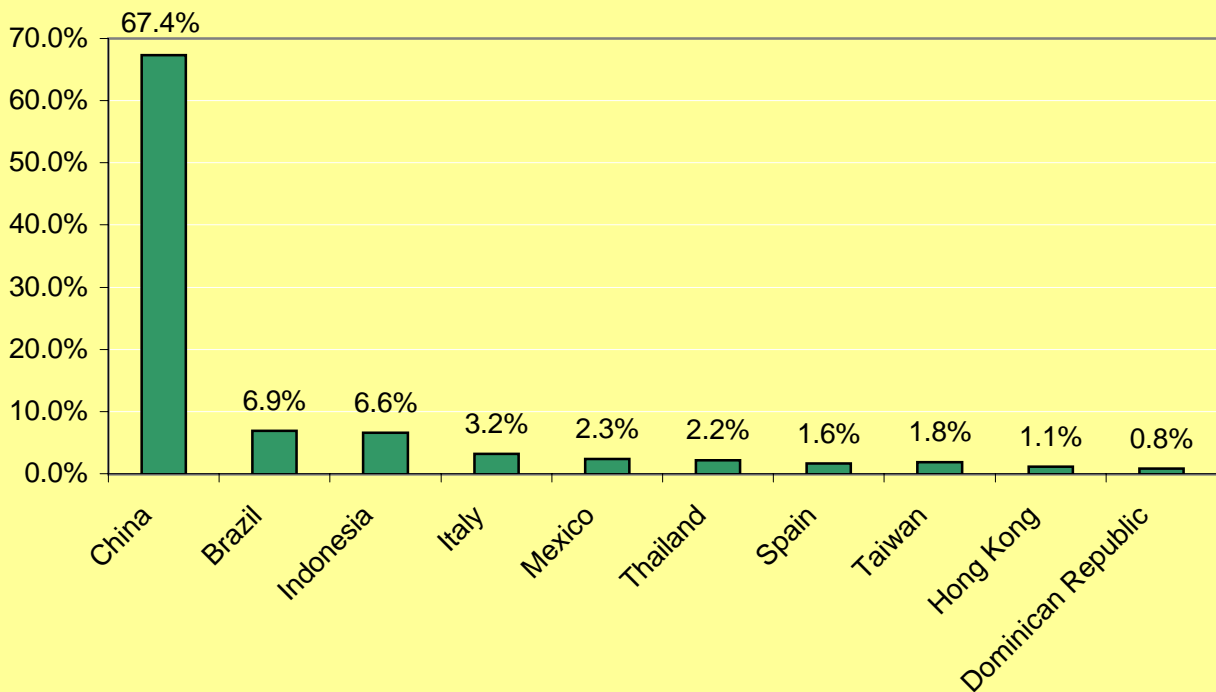
- 2000 Imports by Category: 33.6% Women's; 16.5% Athletic; 13.1% Juveniles'; 11.5% Men's; 4.4% Slippers; 17.1 Rubber/Fabric; and 0.6% Plastic Protective.
- U.S imports from China controlled 75.5% of the U.S. market in 2000.

Imports of Nonrubber Footwear

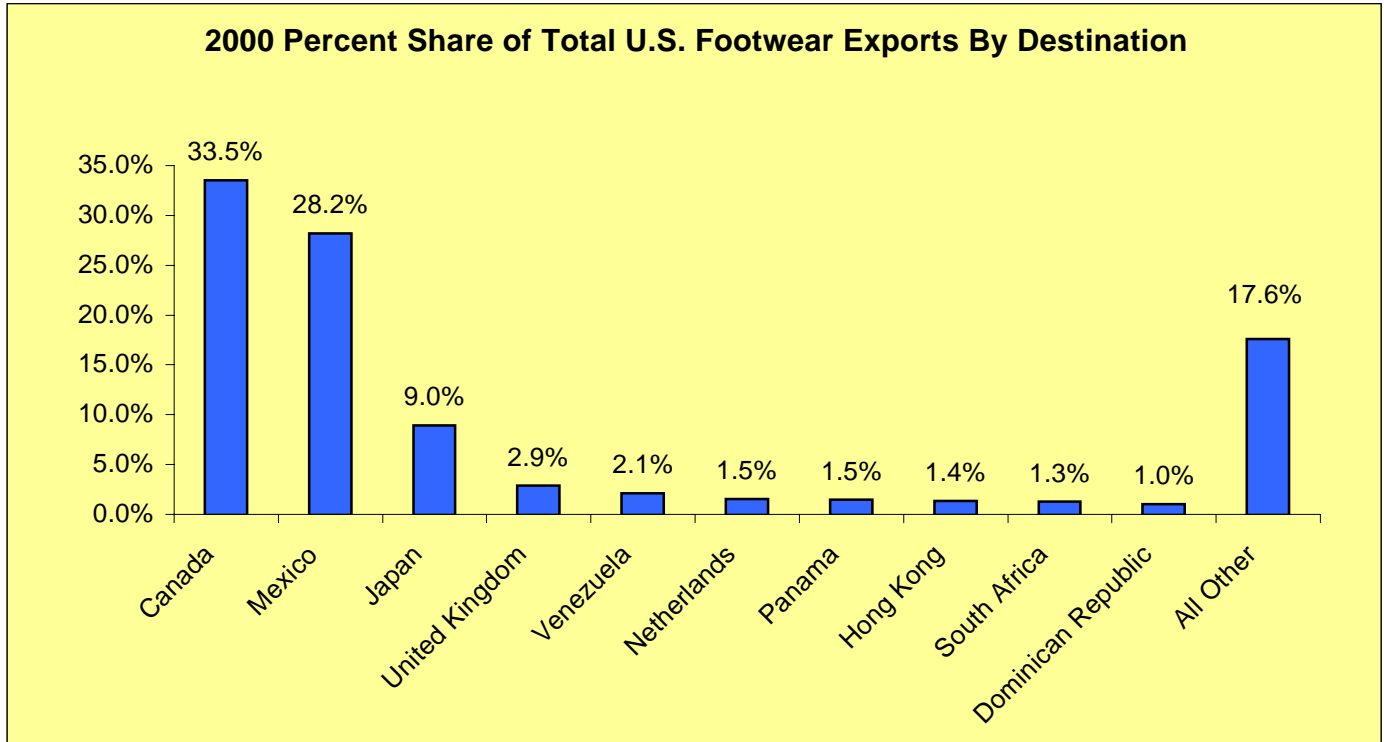
2000 Percent Share of Total U.S. Footwear Imports
By Country of Origin



1995 Percent Share of Total U.S. Footwear Imports
By Country of Origin



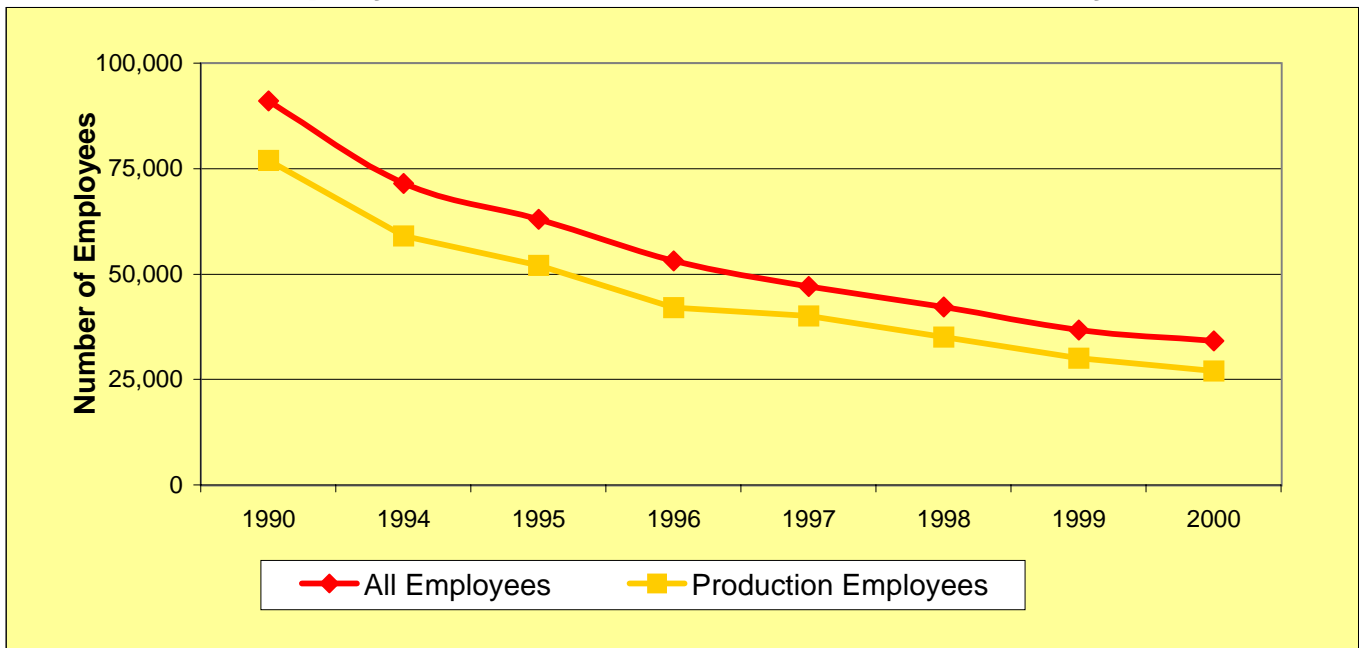
U.S. Exports of Footwear



U.S. Exports by Category and Country of Destination

Thousands of Pairs	1995	1996	1997	1998	1999	2000
Total Exports	35,428	34,072	37,225	43,258	43,052	48,319
By Category:						
Men's	4,848	6,442	5,818	6,015	6,500	6,239
Women's	3,678	5,318	5,755	6,868	7,882	10,353
Juveniles	2,888	5,138	4,506	4,158	3,995	4,842
Athletic	6,893	8,986	7,363	5,548	5,551	8,124
Slippers	607	2,405	2,175	2,666	2,707	2,257
Rubber/Fabric	11,899	6,618	8,340	8,045	7,091	9,603
Plastic/Protective	1,229	1,030	882	785	831	1,144
By Country:						
Canada	4,253	3,563	3,393	11,781	14,766	16,200
Mexico	2,378	4,327	11,044	8,435	9,015	13,636
Japan	4,353	5,201	5,811	6,186	5,111	4,325
United Kingdom	1,785	1,945	1,209	1,998	1,741	1,401
Venezuela	302	389	637	1,103	672	1,037
Netherlands	1,404	1,364	1,151	1,007	939	731
Panama	683	753	772	717	548	716
Hong Kong	987	677	503	477	773	657
South Africa	312	431	648	690	833	619
Dominican Republic	4,666	544	458	491	508	487

Employment in the U.S. Footwear Industry



Employment and Earnings in the U.S. Footwear Industry

	1990	1994	1995	1996	1997	1998	1999	2000
All Employees	91,100	71,500	63,000	53,100	47,000	42,200	36,700	34,200
Production Employees	77,000	59,000	52,000	42,000	40,000	35,000	30,000	27,000
Average Hourly Earnings	\$6.67	\$7.57	\$7.83	\$8.32	\$8.77	\$9.19	\$9.35	\$9.67
Average Weekly Hours	37.2	37.7	37.4	37.3	37.8	37.2	37.7	39.0

Average hourly earnings for footwear production workers rose 45% from 1990 to 2000 while average weekly hours grew slightly.

Employment and Factory Closings

	1990	1995	1996	1997	1998	1999	2000
Total Employees	91,100	63,000	53,100	47,000	42,200	36,700	34,200
Net U.S. Factory Openings/Closings	-	(12)	(12)	(10)	(7)	(11)	(15)
Cumulative Openings/ Closings since 1967	-	(734)	(747)	(757)	(764)	(775)	(790)

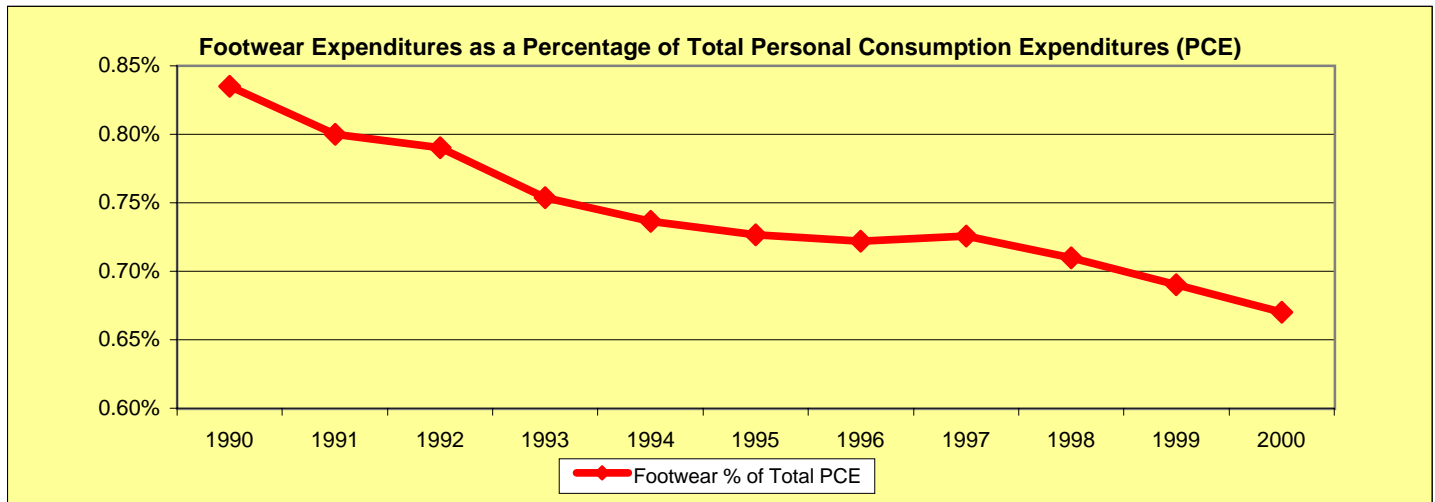
Source: Estimated by AAFA.

Employment by State, Top Ten States for Leather and Leather Products, 2000 (1)

California	6,600
Maine	5,600
Texas	5,600
Pennsylvania	4,600
New York	4,400
Puerto Rico	3,800
Missouri	3,700
Wisconsin	3,400
Michigan	3,100
Tennessee	3,000

Source: Compiled by AAFA from data from the U.S. Department of Labor, Bureau of Labor Statistics.

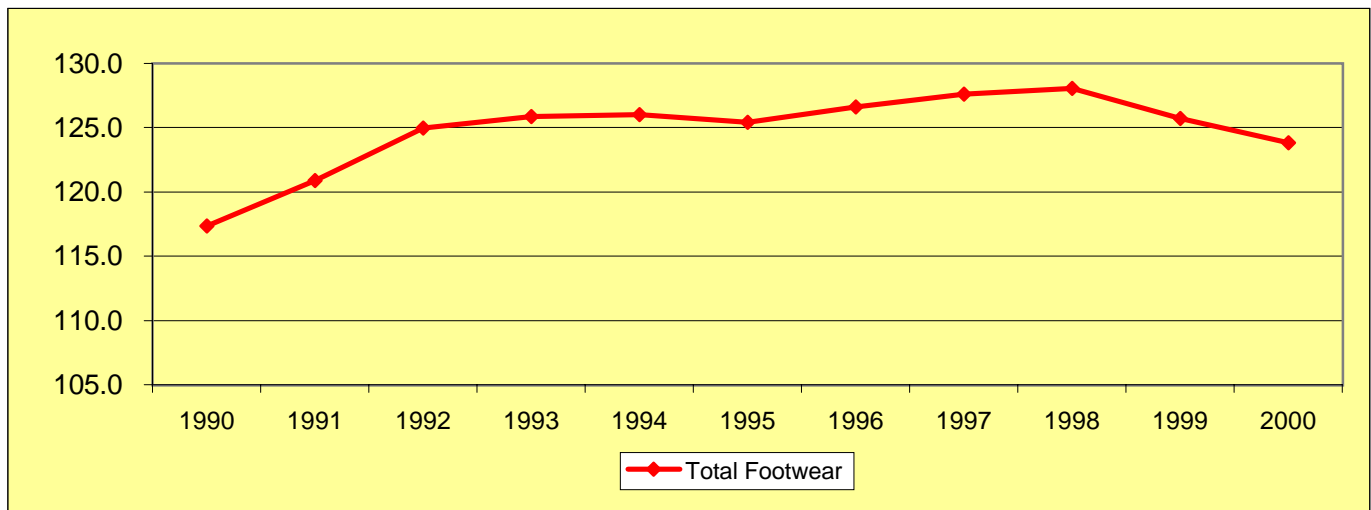
U.S. Personal Consumption Expenditures & Consumer Prices



	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Total Footwear Expenditures (in Billion \$)	\$31.5	\$31.3	\$32.9	\$34.0	\$35.8	\$37.1	\$38.8	\$40.1	\$41.7	\$43.3	\$45.1
Footwear % of Total PCE	0.84%	0.80%	0.79%	0.75%	0.74%	0.73%	0.72%	0.73%	0.71%	0.69%	0.67%
Footwear % of PCE Less Services	1.85%	1.82%	1.83%	1.76%	1.72%	1.71%	1.73%	1.77%	1.73%	1.65%	1.59%
Footwear % of Nondurable Goods	2.56%	2.48%	2.52%	2.46%	2.44%	2.42%	2.45%	2.50%	2.49%	2.33%	2.24%
Footwear % of Clothing & Shoes	15.16%	14.66%	14.35%	14.02%	13.83%	14.01%	14.23%	14.35%	14.08%	14.04%	13.74%

Source: Compiled by AAFA from data from the U.S. Department of Commerce, Bureau of Economic Analysis.

Footwear Consumer Price Indices (CPI) by Product Class
1982-1984 = 100.0



CPI	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Total Footwear	117.4	120.9	125.0	125.9	126.0	125.4	126.6	127.6	128.0	125.7	123.8
Men's	124.5	128.9	133.1	132.7	133.2	134.4	132.0	132.1	131.8	129.5	129.5
Women's	110.6	114.6	119.7	122.0	120.4	119.4	121.0	122.0	123.1	121.5	119.6
Boys' & Girls'	120.0	121.3	122.3	122.0	125.6	123.5	128.9	131.0	131.4	127.7	123.2

Source: U.S. Department of Labor, Bureau of Labor Statistics.